BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 31: Industry-related Project in Hospitality**
Learning aims	**A:** Plan and research a hospitality project **B:** Carry out and monitor the hospitality project **C:** Review the hospitality project
Assignment title	**Hospitality Research Project**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You have been asked to produce a research article for a hospitality industry website on a current issue relating to the hospitality industry that interests you. The article is going to form the basis of a project which you will complete and hopefully get published on the website.
Task 1	Identify at three possibilities for your project and then after discussion with your tutor and possibly your work placement, decide on the one idea that you are going to investigate. Your article should include: • The identification of the chosen idea you will research, justifying reasons for the choice of your project • An analysis of the importance of factors that must be considered when planning the project • Produce a realistic and detailed research proposal, including the research methods used to collect information used and the chosen activities • Assess how the proposed plan and identified deadlines will meet the expected outcomes, justifying the relevance of any resources used.
Checklist of evidence required	Website article

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
A.D1	Analyse the importance of the factors that must be considered when planning a research project in hospitality and justify the reasons for own choice of research project and resources through a research proposal.
A.M1	Assess the factors that must be considered when planning a research project in hospitality.
A.M2	Assess reasons for own choice of research project in hospitality through a research proposal and explain how the plan will meet the expected outcomes.
A.P1	Explain the factors that must be considered when planning a research project in hospitality.
A.P2	Explain reasons for own choice of research project in hospitality through a research proposal.
A.P3	Plan a research project in hospitality, clarifying activities, research methodology, deadlines and expected outcomes.

Task 2	Your article is a success and as a result, you are asked to carry out your project and present your findings to a chosen audience. You are required to: • Demonstrate appropriate, effective skills when completing your chosen project • Use a wide range of resources when completing the project justifying the skills and resources used • Monitor your chosen project by means of a log or diary • Present all findings in a clear manner to a chosen audience • Evaluate the success of your project against the project's aims and expected outcomes, recommending ad justifying improvements. • Demonstrate appropriate use of feedback methods.
Checklist of evidence required	Project Log or diary Audience feedback
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
B.D2	Demonstrate appropriate effective skills and use of a wide range of resources to undertake and complete a research project justifying the skills and resources used.
C.D3	Evaluate the success of the hospitality research project against the

	project aims and expected outcomes, recommending and justifying improvements.
B.M3	Demonstrate appropriate, effective skills and use of a range of resources to undertake and complete a research project.
C.M4	Explain the success of the hospitality research project against the project aims and expect outcomes.
B.P4	Demonstrate appropriate skills and use limited resources to undertake and complete a research project.
B.P5	Monitor chosen project and present research findings.
C.P6	Demonstrate use of appropriate methods of feedback.
C.P7	Review the success of the hospitality research project against the project aims and expected outcomes.

Sources of information to support you with this Assignment	
Other assessment materials attached to this Assignment Brief	*none*